UNITED NATIONS **DP**

Executive Board of the United Nations Development Programme and of the United Nations Population Fund

Distr.
GENERAL

DP/FPA/2001/5
4 May 2001

ORIGINAL: ENGLISH

Annual session 2001
11 to 22 June 2001, New York
Item 3 of the provisional agenda
UNFPA

UNITED NATIONS POPULATION FUND

Report of the Executive Director

MULTI-YEAR FUNDING COMMITMENTS TO UNFPA: REPORT ON VOLUNTARY CONTRIBUTIONS BY MEMBER STATES TO GENERAL AND SUPPLEMENTARY RESOURCES FOR 2001 AND FUTURE YEARS

INTRODUCTION

1. This report is prepared in response to Executive Board decisions 99/5 and 2000/9, which ask the Executive Director to provide updated estimates of regular and supplementary resources in the multi-year funding framework. It follows on the report on voluntary contributions to UNFPA resources for 2000-2003 that was made at the Board's second regular session 2000 and updated at the third regular session. In this context, UNFPA presents 13 tables of updated estimates on general and supplementary resources for 2001-2003 to the Executive Board in order to promote further dialogue on the importance of securing steady growth, predictability and stability of UNFPA's general resources.

2. Table 1 presents the total actual pledges as of 31 March 2001 and best estimates for future years of contributions to UNFPA's general resources for the years 2001-2003. These commitments include the following: (a) pledges received from Governments at the first UNFPA session on multi-year funding during the second regular session 2000 of the UNDP/UNFPA Executive Board; (b) pledges received during the United Nations pledging conference for

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development activities for 2001, held on 1-2 November 2000; and (c) letters received and verbal indications from Governments pledging support to UNFPA for 2001-2003. As of 31 March 2001, a total of 53 countries have submitted written pledges to UNFPA for the year 2001; 20 countries for 2002; and 17 countries for 2003. Last year, UNFPA achieved its pledging target of 100 donor countries: 22 from Africa, 25 from Asia and the Pacific, 15 from Latin America and the Caribbean, 8 from the Arab States, 29 from Europe and 2 from North America. In 2001, UNFPA has increased this overall target to 110 donors.

3. The total contributions received from donor Governments as well as interest from the Mars Trust for UNFPA's general resources in 2000 was $258.3 million (provisional figure). Pledges received for 2001-2003 as of 31 March 2001 were: (a) 2001 – $268.5 million, which includes a projected additional amount of $6.5 million to be raised; (b) 2002 – $100.2 million; and (c) 2003 – $100.6 million. Total payments received from donor Governments for general resources in 2001 amounted to approximately $40.8 million as of 31 March 2001.

4. As of 31 March 2001, out of UNFPA's 16 major donors (those contributing $1 million and over), seven donors, namely, Japan, Belgium, Germany, Ireland, Norway, Sweden and Switzerland, have increased support to UNFPA in national currency and United States dollar terms over their 2000 levels while three donors, namely, Canada, Italy and the United Kingdom, have maintained their contributions in national currency terms based on the 2000 level. Denmark and the Netherlands maintained their pledges based on the 2000 level, and currency conversion resulted in slight increases in the United States dollar equivalent. The balance of unpaid pledges has been calculated by using exchange rates effective 31 March 2001. (The calculation of the contribution of Germany is based on a verbal pledge. Since 31 March 2001, France has submitted its written pledge of 1.22 million euros. Written pledges from Australia and Finland are expected shortly.)

5. Table 2 presents the multi-year pledges received for general resources for 2001-2003. Out of the 53 written pledges to UNFPA's general resources that have been received for the period 2001- 2003, 20 were multi-year pledges. These include: (a) five from major donors -- Belgium, Ireland, the Netherlands, Sweden and the United Kingdom; (b) two from other donors -- New Zealand and Cyprus; (c) ten from programme countries -- Antigua and Barbuda, Burkina Faso, Burundi, Democratic People's Republic of Korea, Egypt, Ghana, Mali, Mauritius, Rwanda and Panama; and (d) three from countries with economies in transition -- the Czech Republic, Romania and the Russian Federation. Last year, out of 100 donors only fifteen countries made multi-year pledges.

6. Table 3 provides a detailed breakdown of UNFPA contributions for both general and supplementary resources for the years 1999-2001, categorized by donors of $50,000 and over. The table indicates the following: (a) total contributions for both general and supplementary resources; (b) countries with contributions of $50,000 and over by descending order of

magnitude; and (c) the percentage increases/decreases of the contributions compared with prior years.

7. As of 31 March 2001, the total income from contributions for both general and supplementary resources are as follows:

General resources:	Supplementary resources
1999: $245.1 million	$37.9 million
2000: $258.3 million	$103.5 million
2001: $268.5 million	$60.0 million

With regard to the major donor Governments (those contributing $1 million and over), the Netherlands is the highest-ranking donor of UNFPA for 2001, followed by Japan, Denmark, Norway, the United Kingdom, the United States, Sweden, Germany, Switzerland, Canada, Italy, Belgium and Ireland. (This listing does not include pledges from Australia, Finland and France, which had not been received by 31 March.) A more detailed table on the 2000 pledges for both general and supplementary resources for the year 2001 is attached as table 4. In this table, one can also note the relatively large contributions from such programme countries as China and Egypt, as well as contributions from two countries with economies in transition, the Czech Republic and the Russian Federation.

8. Table 5 summarizes the resource data for the period 1999 to 2001 and shows a slight increase for 2002 in contributions for general resources and a much larger increase for supplementary resources. The three pie charts give the breakdown of contributions by category. For general resources, the percentage increase of UNFPA contributions for 2000 was 5.4 per cent over the 1999 contribution figure. As of 31 March 2001, the estimated percentage increase of the contributions for 2001 is 3.9 per cent over the 2000 contribution figure. UNFPA anticipates that the 2001 level will increase to approximately $270 million by the end of the year. For supplementary resources, the percentage increase for 2000 contributions was 173 per cent over the 1999 level. As of 31 March, the percentage decrease in supplementary contributions for 2001 is estimated to be 42.1 per cent compared to the 2000 contributions. UNFPA estimates that the total supplementary contributions for 2001 will amount to approximately $60 million. The sharp increase in the supplementary resources for 2000 included a $41 million contribution from the Netherlands for funding contraceptive shortfalls. This amount accounted for about 40 per cent of the total co-financing contributions of $103.6 million. The United Kingdom also made a very substantial contribution of $38 million in order to bridge the contraceptive commodity gap. This contribution was received in January 2001 and is thus recorded as 2001 income. For 2001, the projected co-financing figure has been adjusted to what is felt to be a realistic target of $60 million.

9. The pie charts in table 5 for the years 1999-2001 show the percentage distribution of general and supplementary resources. In 1999, general resources comprised 87 per cent of the total contributions and supplementary (multi-bilateral) resources made up 11 per cent. In 2000, general resources made up 71 per cent and supplementary (multi-bilateral) resources were 29 per cent of the total. As of 31 March, general resources for 2001 are forecast to constitute 82 per cent and supplementary (multi-bilateral) resources to represent 18 per cent of the total contributions income. Thus, there is a gradually increasing trend by certain donors to provide more supplementary (multi-bilateral) contributions. However, it remains UNFPA policy to stress the importance of increasing general resources and maintaining a high percentage of general resources as part of the Fund's total contributions income.

10. Tables 6a and 6b provide the percentage share of contributions by UNFPA's major donors (those contributing $1 million and over) for 2000 and 2001. As of 31 December 2000, 15 major donors were responsible for about 97 per cent of the total general resources contributions to UNFPA. The percentage breakdown in dollar terms is: Netherlands (19.6 per cent), Japan (18.7 per cent), Denmark (9.2 per cent), Norway (8.9 per cent), the United Kingdom (8.6 per cent), United States (8.3 per cent), Sweden (7.1 per cent), Finland (4.8 per cent), Germany (3.7 per cent), Switzerland (2.7 per cent), Canada (2.4 per cent), Italy (1.2 per cent), Belgium (1.0 per cent), Australia (0.5 per cent) and France (0.5 per cent). The other 85 donors made up the remaining share of approximately 2.9 per cent. As of 31 March 2001, it is estimated that 16 major donors will comprise a similar percentage of 97 per cent of the total contributions to UNFPA for 2001.

11. Table 7 presents the contribution income projections to UNFPA's general and supplementary resources for 2000-2003.

Projections for general resources	Projections for supplementary resources
2001: $270 million	$60 million
2002: $270 million	$70 million
2003: $270 million	$70 million

For 2002, UNFPA has set a fundraising goal of $283.5 million, a 5 per cent increase over the 2001 income projection of $270 million. Similarly, for 2003 the fundraising goal is $297.7 million, also a 5 percent increase over the 2002 projection of $283.5 million. These data are shown in table 8.

12. Tables 9a and 9b present the UNFPA contribution income trends for the 10-year period 1991-2000. For general resources, the highest level of donor contributions was in the years 1995 and 1996, with both years exceeding $300 million. This was followed by three years of significant declines. The 1997 total was 5.1 per cent below the 1996 figure followed by a

decline of 6.3 per cent in 1998 from the 1997 figure and a sharp decline of 9 per cent in 1999 from the 1998 total. This downward trend was exacerbated by the strong position of the United States dollar vis-à-vis most other currencies. In 2000, the downward trend was reversed, producing a 5.4 per cent increase over 1999 with regular resources reaching a total of $258.3 million, including the $2 million contribution from the Mars Trust. For supplementary resources, there was a significant increase of 173 per cent over the 1999 figure of $37.9 million, to $103.6 million.

13. Table 9b shows the contribution trend of the combined general and supplementary resources. The highest levels for donor contributions are in the years 1995, 1996 and 1997. Substantial decreases were experienced in 1998 and 1999. For 2000, total contributions were $258.3 million (provisional) for general resources and $103.6 million (provisional) for supplementary resources for a combined total of $361.9 million. Due to a significant increase of about 28 per cent in total donor contributions in 2000, the $300 million level was exceeded for the first time since 1996. However, as mentioned above, this was primarily the result of a $41 million contribution from the Netherlands to fund contraceptive shortfalls.

14. Table 10 presents UNFPA's share of official development assistance (ODA) from the major donor countries providing population assistance that are members of the Organization for Economic Cooperation and Development (OECD), namely, Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Norway, Portugal, Spain, Sweden, Switzerland, the United Kingdom and the United States. These OECD donor countries contributed approximately $156,964 million of ODA for the three-year period 1997-1999. Out of that total, an amount of $4,449 million for the period 1997-1999 was for population assistance, 2.8 per cent of the total. Contributions from these OECD countries to UNFPA's general resources amounted to $781 million for the period 1997-1999. UNFPA's percentage share of the population assistance proportion of ODA therefore amounted to 17.6 per cent. To extrapolate further, UNFPA's percentage share of total ODA was only 0.5 per cent for the period 1997-1999. It is encouraging that the developing countries continue to commit domestic resources for population programmes. In 1999, approximately $8.9 billion was allocated for population-related programmes, an increase of around $300 million over the 1998 level of $8.6 billion.

15. Table 11 provides data on the decline in pledge amounts from the time of pledge to the time of payment due to the unfavourable exchange rates of the United States dollar against most European currencies, including the euro. Over the past three years, the strength of the United States dollar compared to most national currencies has eroded any gains to general resources produced by increases in national currency contributions. For the three-year period 1998-2000, table 10 shows that the total approximate loss from time of pledge to time of payment was approximately $15.9 million.

16. Table 12 shows the per capita contribution to UNFPA's general resources for 2001 of the major donors (those contributing $1 million and over) as of 31 March 2001.

Conclusion

17. In decisions 98/24 and 99/5, the Executive Board requested that "UNFPA develop a multi-year funding framework that integrates programme objectives, resources, budget and outcomes, with the objective of increasing core resources". In decision 2000/9, the Executive Board noted with appreciation the report of the Executive Director on the MYFF, 2000-2003, and welcomed the strategic direction of the MYFF and looked forward to its continued implementation. However, despite these positive, forward-looking developments, UNFPA's core funding situation for the near future remains relatively stagnant. This situation is difficult to understand in view of the robust economic growth in most industrialized countries and the critical need for population assistance to the least developed countries.

18. The declining trend in contributions to general resources over the past three years, i.e., 1997 ($287.3 million), 1998 ($269.2 million) and 1999 ($245.1 million), was reversed somewhat in 2000 with an increase of 5.4 percent over the 1999 level to $258.3. This increase was primarily due to the generous additional contributions from several major donors, namely, the Netherlands, Sweden, Finland, Belgium and Ireland. However, the overall low level of contributions to general resources and the inability to secure early and timely commitments and early payments of pledges remain significant obstacles to UNFPA's ability to implement its mandate. As of this date, a majority of the donors have yet to indicate their respective schedule of payments. It is clear that only through the active support and shared responsibility of the Executive Board will the Fund be able to ensure a more predictable cash flow and stable donor base.

19. A total of 53 countries have provided written pledges to UNFPA for 2001 as of 31 March 2001. UNFPA is most grateful for the pledges it has received and especially for the large pledges provided by the top five donors: the Netherlands, Japan, Denmark, Norway and the United Kingdom. However, only a total of 20 countries have submitted multi-year pledges and only a few have submitted a schedule of payments as of 31 March 2001. Out of UNFPA's 16 major donors (those contributing $1 million and over), which together provide an estimated 97 per cent of the total contributions to general resources, only five countries were in a position to make multi-year pledges. More donors are encouraged to commit to a multi-year pledging format to promote the growth and enhance the predictability and stability of UNFPA's general resources. UNFPA acknowledges and is very grateful for the early and timely payments of the United States, Ireland and New Zealand and the instalment payments of Germany, Norway, Sweden and the United Kingdom during the first quarter of the year.

20. In view of the increasing needs among developing countries for population and reproductive health assistance and the urgent need to accelerate the fight against HIV/AIDS, UNFPA presents data in table 13 on the historically highest levels of contributions to the Fund's general resources by OECD members. Based on an assessment of the contribution histories of the top donors, this table is in some sense "wishful thinking". Needless to say, however, the financial future of the Fund would be much healthier if the major donor countries could find themselves in a position to repeat their earlier efforts as illustrated in this table.

21. As UNFPA approaches the second quarter of 2001, it is reviewing its financial situation for programme planning purposes and analysing the Fund's cash flow for the year 2001. In this connection, UNFPA appeals to all donor Governments, particularly its major donors, for early payment of contributions. Early payments from donor Governments will be extremely helpful in the management of the Fund's tight cash-flow situation.

22. The Executive Board is fully aware that general resources are the bedrock of the Fund's programme operations and are essential in maintaining the multilateral nature of UNFPA's work. General resources are invaluable to UNFPA's country programmes, which are designed to help developing countries and countries with economies in transition meet the challenges they all face in the areas of population, reproductive health, HIV/AIDS, gender inequalities and sustainable development. UNFPA truly values its continuous, close collaboration with all donor Governments and very much appreciates their generous commitment, continued cooperation and unwavering support. UNFPA strongly calls on the Members of the Executive Board and the Fund's donor family to consider increasing their contributions for 2001 and future years to the highest level their circumstances will permit and to ensure the early and timely payment of these pledges. Commitment to the multi-year funding process is a shared responsibility of UNFPA, its donor family and the Members of the Executive Board in order to ensure the Fund's ability to implement its programmes and to attain the goals of the ICPD.

TABLE 1: Contributions to UNFPA's general resources, 1999 and 2000 and commitments/estimates of contributions to UNFPA general resources, 2001 - 2003
as of 31 March 2001

Governments	1999 1/ General Resources			2000 1/ Pledges & Estimates *					2001 1/ Pledges & Estimates *				2002 1/ Pledges & Estimates *				2003 1/ Pledges & Estimates *	
	Local Currency	US$ Equivalent	Notes	Local Currency	% Change	US$ Equivalent		% Change	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	US$ Equivalent
	(in millions)			(in millions)					(in millions)				(in millions)				(in millions)	
Top 15 Donors																		
Australia	2.10	1,383,797		2.140	2	1,237,525		(11)	2.20	3	1,157,895	(6)	-	-	-	-	-	-
Belgium	70.00	1,747,487		115.000	64	2,498,062		43	120.00	4	2,726,603	9	120.00	-	2,726,603	-	120.00	2,726,603
Canada	9.10	6,026,490		9.100	-	6,148,649		2	9.10	-	5,947,712	(3)	-	-	-	-	-	-
Denmark	200.00	27,870,469		200.000	-	23,884,919		(14)	200.00	-	24,570,025	3	-	-	-	-	-	-
Finland	67.00	11,559,697		71.000	6	11,181,033		(3)	71.00	-	10,945,321	(2)	-	-	-	-	-	-
	6.00	1,016,241	2/;3/	9.000	50	1,309,308	2/;9	29			-		-	-	-	-	-	-
France	7.00	1,130,491		8.000	14	1,160,411		3	8.00	-	1,117,866	(4)	-	-	-	-	-	-
Germany	40.00	21,751,664		20.000	(50)	9,451,062		(57)	28.00	40	13,131,117	39	-	-	-	-	-	-
Ireland	0.35	486,255		0.600	71	730,816		50	-		1,181,481	62	1.45	-	1,687,553	43	2.00	2,327,660
Italy	5,500.00	2,971,254	4/	6,000.000	9	2,901,438	7/	(2)	6.00		2,840,277	(2)	-	-	-	-	-	-
Japan		48,285,000				48,285,000		-	-		48,785,000	1	-	-	-	-	-	-
Netherlands	78.50	38,198,204		78.500	-	32,280,153		(15)	124.00	-	51,717,522	60	129.00	4	53,654,986	4	129.00	53,654,986
	10.00	4,570,384	2/	5.500		2,226,396	5/		-		-	-						
				40.000		16,077,235	6/					-						
Norway	195.90	25,249,326		195.900	-	22,994,053		(9)	215.00	10	24,093,265	5	-	-	-	-	-	-
Sweden	140.00	16,710,465		145.000	4	16,253,895			160.00	10	16,710,296	3	145.00	(9)	15,104,167	(10)	145.00	15,104,167
				21.000		2,178,424						-						
Switzerland	11.00	7,189,542		11.500	5	6,969,697		(3)	12.00	4	7,142,857	2	-	-	-	-	-	-
United Kingdom	15.00	24,040,684		15.000	-	22,291,674		(7)	15.00	-	21,739,130	(2)	18.00	20	26,086,956	20	18.00	26,086,956
United States		-				21,500,000			-		21,500,000	-	-	-	-	-	-	-
Sub-total		240,187,470				251,559,750					255,306,367				99,260,265	-		99,900,372
AFRICA																		
Angola					-	1,500		-		-		-		-		-		
Benin					-	4,000		-		-		-		-		-		
Botswana		4,300		0.020	-	4,107		(4)		-		-		-		-		
Burkina Faso				1.000	-	1,286		-	1.00	-	1,286	-	1.00	-	1,286	-	1.00	1,286
Burundi		1,841		1.000	-	1,377		(25)	1.00	-	1,370	(1)	1.00	-	1,370	-	1.00	1,370
Cameroon					-	99,231		-		-		-		-		-		
Chad				0.100	-	132		-		-		-		-		-		
Cote D'Ivoire		5,000			-			-		-		-		-		-		
Congo, Dem. Rep.					-	5,000		-		-		-		-		-		
Ethiopia	0.03	3,797		0.030	-	3,665		(3)		-		-		-		-		
Ghana		10,000			-	12,500		25		-	12,500	-		-	12,500	-		12,500
Kenya					-			-		-		-		-		-		
Lesotho					-	714		-		-		-		-		-		
Malawi	0.98				-			-		-		-		-		-		
Mali		3,425		2.500	-	3,297		(4)	2.500	-	3,493	6	3.000	20	4,192	20	3.000	4,192
Mauritania		2,377			-			-		-		-		-		-		
Mauritius				0.100	-	3,660		-	0.10	-	3,642	-	0.10	-	3,642	-	0.100	3,642
Mozambique					-	1,000		-		-		-		-		-		
Namibia					-	2,000		-		-		-		-		-		
Niger					-	10,000		-		-		-		-		-		
Rwanda					-	500		-		-	500	-		-	500	-		500
Sierra Leone				16.000	-	8,649		-		-		-		-		-		
South Africa				0.055	-	7,902		-		-		-		-		-		
Uganda		1,390			-	1,500		8		-		-		-		-		

Governments	1999 1/ General Resources			2000 1/ Pledges & Estimates *				2001 1/ Pledges & Estimates *				2002 1/ Pledges & Estimates *				2003 1/ Pledges & Estimates *	
	Local Currency (in millions)	US$ Equivalent	Notes	Local Currency (in millions)	% Change	US$ Equivalent	% Change	Local Currency (in millions)	% Change	US$ Equivalent	% Change	Local Currency (in millions)	% Change	US$ Equivalent	% Change	Local Currency (in millions)	US$ Equivalent
Tanzania, Un'td. Rep.					-	4,800	-		-		-		-		-		
Zimbabwe					-	5,235	-		-		-		-		-		
Sub-total		32,130				182,055				22,791				23,490			23,490
Asia and Pacific																	
Bangladesh		25,000			-	25,000	-		-	25,000	-		-		-		
Bhutan				0.187	-	4,200	-		-	4,620	10		-		-		
Cambodia					-		-		-	500	-		-		-		
China		820,000			-	820,000	-		-	820,000	-		-		-		
Dem. Peo. Rep.Korea				0.002	-	9,302	-	0.002	-	9,302	-	0.002	-	9,302	-	0.002	9,302
Fiji		2,604			-		-		-		-		-		-		
India	9.00	208,575		9.000	-	193,465	(7)	-	-	194,890	1	-	-	-	-	-	-
Indonesia					-	25,000	-		-		-		-		-		
Lao Peo. Dem. Rep.		600			-	600	-		-	600	-		-		-		
Malaysia		15,000			-	15,000	-		-	15,000	-		-		-		
Maldives		2,000			-	2,000	-		-	3,000	50		-		-		
Micronesia, Fed.					-	3,000	-		-	3,000	-		-		-		
Mongolia		4,000			-	4,000	-		-	4,000	-		-		-		
Myanmar	0.06	186		0.060	-	176	(5)	0.06	-	166	(6)		-		-		
Nepal				0.350	-	4,744	-	0.39	10	5,227	10		-		-		
New Zealand		683,280		1.300	-	634,140	(7)	1.30	-	771,300	22	1.30	-	560,586	(27)	1.30	560,586
Niue					-		-		-	500	-		-		-		
Pakistan		500,000			-	500,000	-	-	-	500,000	-	-	-	-	-	-	-
Philippines	2.50			2.000	(20)	40,899	-	-	-	-	-	-	-	-	-	-	-
Republic of Korea		260,000			-	260,000	-		-	260,000	-	-	-	-	-	-	-
Samoa, Western		5,000			-	10,000	100		-		-		-		-		
Sri Lanka		15,000			-	15,000	-		-		-		-		-		
Thailand		96,000			-	96,000	-	-	-	96,000	-	-	-	-	-	-	-
Turkmenistan					-	5,300	-		-		-		-		-		
Viet Nam					-	3,563	-		-		-		-		-		
Sub-total		2,637,245				2,671,389				2,713,105				569,888			569,888
Europe																	
Andorra					-	6,700	-		-		-		-		-		
Austria	6.40	418,335		5.500	(14)	351,766	(16)	5.00	(9)	333,056	(5)	-	-	-	-	-	-
Bulgaria		159,574			-	1,144	-		-	8,000	599		-		-		
Czech Rep.	2.00	58,136		2.000	-	51,020	(12)	2.00	-	52,910	4	2.00	-	52,910	-	-	-
Cyprus					-	1,500	-		-	1,500	-		-	1,500	-		1,500
Greece					-		-		-	6,000	-		-		-		
Iceland	0.5	6,938		0.800	60	9,195	33		-		-		-		-		
Israel					-	25,000	-		-		-		-		-		
Liechtenstein		3,472		0.010	-	5,594	61		-		-		-		-		
Luxembourg	16.00	426,178		18.000	13	427,334	-	20.00	11	455,687	7		-		-		
Malta					-	1,232	-		-		-		-		-		
Poland	0.087	22,611		0.104	20	23,636	5		-		-		-		-		
Portugal		55,000			-	25,000	(55)	-	-	-	-	-	-	-	-	-	-
Romania		6,367		150.000	-	8,509	34	150.00	-	5,569	(35)	150.00	-	5,569	-		
Russian Fed.	0.10	150,000			-	150,000	-		-	150,000	-		-	150,000	-	-	-
Slovenia		561		0.202	-	814	45		-		-		-		-		
Spain	92.50	438,546		70.000	(24)	366,858	(16)	70.00	-	391,466	7	-	-	-	-	-	-

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Governments	1999 1/ General Resources			2000 1/ Pledges & Estimates *				2001 1/ Pledges & Estimates *				2002 1/ Pledges & Estimates *				2003 1/ Pledges & Estimates *	
	Local Currency	US$ Equivalent	Notes	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	US$ Equivalent
	(in millions)			(in millions)				(in millions)				(in millions)				(in millions)	
Turkey		108,000			-	108,000	-		-	108,000	-	-	-	-	-	-	-
Sub-total		1,853,718				1,563,302				1,512,188		-		209,979			1,500
Latin America & the Caribbean																	
Antigua and Barbuda					-	1,000	-		-	1,000	-		-	1,000	-		1,000
Barbados		3,500			-		-		-		-		-		-		
Bolivia		4,000			-	4000	-		-	4,000	-		-		-		
Chile		5,000			-	5,000	-		-	5,000	-		-		-		
Colombia		43,000			-	40,000	(7)		-	40,000	-		-		-		
Costa Rica					-	4,457	-		-		-		-		-		
Dominican Rep.					-	2,139	-		-		-		-		-		
El Salvador					-	1,000	-		-		-		-		-		
Jamaica					-		-		-	25,000	-		-		-		
Haiti					-	750	-		-		-		-		-		
Honduras		4,937		0.071	-	4,889	(1)		-		-		-		-		
Mexico		50,000			-	50,000	-		-	50,000	-		-		-		
Nicaragua		5,000			-	5,000	-		-		-		-		-		
Panama		10,932			-	9,064	(17)		-	25,000	176		-	25,000	-		25,000
Peru					-		-		-	10,000	-		-		-		
Uruguay		4,000			-	7,500	88		-		-		-		-		
St. Kitts & Nevis					-	500	-		-		-		-		-		
Trinidad & Tobago					-	5,000	-		-		-		-		-		
Sub-total		130,369				140,299				160,000				26,000			26,000
Arab States																	
Algeria	0.30	4,589		0.300	-	3,836	(16)		-	10,000	161		-		-		
Djibouti		1,000			-		-		-		-		-		-		
Egypt	0.35			0.350	-	100,029	-	0.38	9	98,701	(1)	0.41	8	106,493	8	0.440	114,286
Jordan		48,023			-		-	0.034	-	48,022	-		-		-		
Lebanon					-	2,000	-		-		-		-		-		
Morocco					-		-		-	10,000	-		-		-		
Saudi Arabia		30,000			-	30,000	-		-		-		-		-		
Sudan				7.700	-	30,056	-		-		-		-		-		
Syrian Arab Rep.	0	2,544		0.150	-	5,511	117		-		-		-		-		
Tunisia	0.03	21,008		0.025	-	23,512	12	0.025	-	18,369	(22)		-		-		
Yemen Arab Rep		10,000			-	10,000	-		-		-		-		-		
Sub-total		117,164				204,946				185,092				106,493			114,286
TOTAL (GVT. CONTS)		244,958,096				256,321,741				259,899,543				100,196,115			100,635,536
Bequests/Trust																	
F. E. Mars		-				2,000,000				2,000,000				-			-
Est. Addnl. Conts. from developing																	

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Governments	1999 1/ General Resources			2000 1/ Pledges & Estimates *				2001 1/ Pledges & Estimates *				2002 1/ Pledges & Estimates *				2003 1/ Pledges & Estimates *	
	Local Currency	US$ Equivalent	Notes	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	% Change	US$ Equivalent	% Change	Local Currency	US$ Equivalent
	(in millions)			(in millions)				(in millions)				(in millions)				(in millions)	
countries		-				-	--			81,639				-			-
Additional target to be raised:		-				-				6,500,000				-			-
Adjustments for prior periods		115,818															
Grand Total		**245,073,914**				**258,321,741**	*			**268,481,182**	*			**100,196,115**	*		**100,835,536**

* Estimated contributions income based on indications provided by the donor or UNFPA's best estimates. 2000 figures are still estimates until the closing of 2000 accounts. Data for 2000 was based on receipts of pledges and payments as of 31 December 2000. Data for 1999 were based on pledged received as of 31 December 1999.

1/ For 2000 and onwards - the U.S. dollar value of unpaid pledges made in local currency is calculated at the UN operational rate effective 1 December 2000.
2/ Additional year-end contribution.
3/ Additional contribution, received in euros equiv. to FM 6M. Of euros 1,009,127.56 (US$1,016,241.25) is for thematic earmarking for adolescent reproductive health and in addition, FM 2M equiv to euro 336,375.85 (US$338,747.08) is for implementation of key outcomes of ICPD + 5 Implementation.
4/ Out of the ITL 5.5 billion (US$2,971,254) contribution, ITL 2.5 billion (US$1,350,570.22) is thematic earmarking for initiatives to benefit women in the Mediterranean region.
5/ Additional contribution for 2000.
6/ Additional contribution for 2000. Portion for emergency assistance and NLG 10 million (approx. $4 million) will be used in connection with the reproductive health commodity programme
7/ Out of the ITL 6 billion, ITL 3 billion (equiv. $1,451,438) is for general resources, and the remaining amount of 3 billion (equiv. $1,450,000) is for gen. resources with thematic earmarking for Palestine ($307,000); Somalia ($461,000), Egypt ($369,000) and Pakistan ($313,000) for thematic areas in reproductive health, FGM elimination and advocacy.
8/ Netherlands submitted a revised multi-year pledge in 2001for the period to 2005. For 2004: NLG 129 million, and 2005: NLG 129 million.

TABLE 2: MULTI-YEAR PLEDGES RECEIVED FOR GENERAL RESOURCES, 2001 - 2003
as of 31 March 2001

	Governments	1999 General Resources		2000 Pledges & Estimates *				2001 Pledges & Estimates *				2002 Pledges & Estimates *				2003 Pledges & Estimates *	
		Local Currency (in millions)	US$ Equiv.	Local Currency (in millions)	% Change	US$ Equiv.	% Change	Local Currency (in millions)	% Change	US$ Equiv.	% Change	Local Currency (in millions)	% Change	US$ Equiv.	% Change	Local Currency (in millions)	US$EQUIV.
	Top Donors																
1	Belgium	70.00	1,747,487	115.000	64	2,498,062	43	120.00	-	2,726,603	-	120.00	-	2,726,603	-	120.00	2,726,603
2	Ireland	0.35	486,255	0.600	71	730,816	50	-	-	1,181,481	-	1.45	-	1,687,553	-	2.00	2,327,660
3	Netherlands	78.50	38,198,204	78.500	-	32,280,153	(15)	124.00	-	51,717,522	-	129.00	-	53,654,986	-	129.00	53,654,986
4	Sweden	140.00	16,710,465	145.000	4	16,253,895		160.00	10	16,710,296		145.00	(9)	15,104,167		145.00	15,104,167
5	United Kingdom	15.00	24,040,684	15.000	-	22,291,674	(7)	15.00	-	21,739,130	(2)	18.00	20	26,086,956	20	18.00	26,086,956
	Sub-total		81,183,095			74,054,600				94,075,032				99,260,265	-		99,900,372
	AFRICA																
6	Burkina Faso			1.000	-	1,286	-	1.00	-	1,286		1.00	-	1,286	-	1.00	1,286
7	Burundi		1,841	1.000	-	1,377	(25)	1.00	-	1,370		1.00	-	1,370	-	1.00	1,370
8	Ghana		10,000		-	12,500	25		-	12,500			-	12,500	-		12,500
9	Mali		3,425	2.500	-	3,297	(4)	2.500	-	3,493		3.000	20	4,192	20	3.000	4,192
10	Mauritius			0.100	-	3,660	-	0.10	-	3,642		0.10	-	3,642	-	0.100	3,642
11	Rwanda				-	500	-		-	500			-	500	-		500
	Sub-total		15,266			22,620				22,791				23,490			23,490
	Asia and Pacific																
12	Dem. Peo. Rep.Korea			0.002	-	9,302	-	0.002	-	9,302		0.002	-	9,302	-	0.002	9,302
13	New Zealand		683,280	1.300	-	634,140	(7)	1.30	-	771,300	22	1.30	-	560,586	(27)	1.30	560,586
	Sub-total		683,280			643,442				780,602			-	569,888			569,888
	Europe																
14	Czech Rep.	2.00	58,136	2.000	-	51,020	(12)	2.00	-	52,910	4	2.00	-	52,910	-	-	-
15	Cyprus				-	1,500	-		-	1,500			-	1,500	-		1,500
16	Romania		6,367	150.000	-	8,509	34	150.00	-	5,569		150.00	-	5,569	-		
17	Russian Fed.	0.10	150,000		-	150,000	-			150,000	-		-	150,000	-	-	-
	Sub-total		214,503			211,029				209,979				209,979			1,500
	Latin America & the Caribbean																

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	Governments	1999 General Resources		2000 Pledges & Estimates *				2001 Pledges & Estimates *				2002 Pledges & Estimates *				2003 Pledges & Estimates *	
		Local Currency	US$ Equiv.	Local Currency	% Change	US$ Equiv.	% Change	Local Currency	% Change	US$ Equiv.	% Change	Local Currency	% Change	US$ Equiv.	% Change	Local Currency	US$EQUIV.
		(in millions)		(in millions)				(in millions)				(in millions)				(in millions)	
18	Antigua and Barbuda				-	1,000	-		-	1,000			-	1,000	-		1,000
19	Panama		10,932		-	9,064	(17)		-	25,000			-	25,000	-		25,000
	Sub-total		10,932			10,064				26,000				26,000			26,000
	Arab States																
20	Egypt	0.35		0.350	-	100,029	-	0.38	-	98,701	-	0.41	8	106,493	-	0.440	114,286
	Sub-total		-			100,029				98,701				106,493			114,286
	TOTAL (Gov't. contributions)		82,107,076			75,041,784				95,213,105				100,196,115			100,635,536

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TABLE 3: UNFPA CONTRIBUTIONS - GENERAL AND SUPPLEMENTARY RESOURCES (1999, 2000) AND 2001)
AND CONTRIBUTIONS INCOME ESTIMATES FOR 2001)
DONORS OF US$50,000 AND OVER (NET PER ANNUM)
2001 PLEDGES ARE IN DESCENDING ORDER OF MAGNITUDE

	1999 1/				2000 1/						2001 1/,*					
	GENERAL RESOURCES		SUPPLEMENTARY		GENERAL RESOURCES				SUPPLEMENTARY		GENERAL RESOURCES				SUPPLEMENTARY	
GOVERNMENT	NATIONAL CURRENCY	US$ EQUIVALENT		US$ EQUIVALENT	NATIONAL CURRENCY	% Change	US$ EQUIVALENT		% Change	US$ EQUIVALENT	NATIONAL CURRENCY		% Change	US$ EQUIVALENT	% Change	US$ EQUIVALENT
Netherlands	78,500,000	38,198,204		4,403,091	78,500,000	-	32,260,153		32	51,891,266	124,000,000		-	51,717,522	60	
	10,000,000	4,570,364	2/		5,500,000		2,226,396	5/								
					40,000,000		16,077,235	6/								
Japan		48,285,000					48,285,000			1,000,000				48,785,000	1	
Denmark	200,000,000	27,870,488		419,460	200,000,000	-	23,884,919		(14)	1,457,855	200,000,000		-	24,570,025	3	
Norway	195,900,000	25,249,326			195,900,000	-	22,994,053		(9)		215,900,000		10	24,093,265	5	
United Kingdom	15,000,000	24,040,684		4,338,796	15,000,000	-	22,291,674		(7)	1,452,392	15,000,000		-	21,739,130	(2)	38,383,257
United States							21,500,000							21,500,000	-	
Sweden	140,000,000	16,710,465		862,335	145,000,000	4	16,253,895		(3)	341,102	160,000,000		10	16,710,298	3	
					20,000,000		2,178,424	2/								
Finland	67,000,000	11,559,697			71,000,000	6	11,181,033		(3)		71,000,000	10/	-	10,945,321	(2)	
	6,000,000	1,016,241	3/		9,000,000		1,309,308	9/								
Germany	40,000,000	21,751,664			20,000,000	(50)	9,451,062		(57)	947,548	28,000,000	10/	40	13,131,117	39	
Switzerland	11,000,000	7,189,542			11,500,000	5	6,969,897		(3)	625,000	12,000,000		4	7,142,857	10/ 2	
Canada	9,100,000	6,026,490		62,856	9,100,000	-	6,148,849		2		9,100,000		-	5,947,712	10/ (3)	
Italy	5,500,000,000	2,971,254	4/		6,000,000,000	9	2,901,438	8/	(2)		6,000,000,000	11/	-	2,840,277	(2)	342,542
Belgium	70,000,000	1,747,487		449,191	115,000,000	64	2,498,062		43	534,508	120,000,000		4	2,726,603	9	1,401,472
Australia	2,101,987	1,383,797		1,055,572	2,104,000	0	1,237,525		(11)	1,199,074	2,200,000	10/	5	1,157,895	10/ (6)	
Ireland	350,000	486,156			600,000	71	730,816		50		1,000,000		67	1,181,481	62	
France	7,000,000	1,130,449			8,000,000	14	1,160,411		3	748,428	8,000,000		-	1,117,888	10/ (4)	
China		820,000					820,000		-					820,000	-	
New Zealand		683,280			1,300,000		634,140		(7)		1,800,000			771,300	22	
Pakistan		500,000					500,000		-					500,000	10/ -	
Luxembourg	16,000,000	426,178		233,236	16,000,000	13	427,334		0	686,805	20,000,000		11	454,434	6	482,859
Spain	92,500,000	438,546			70,000,000	(24)	366,858		(16)	780,450	70,000,000	10/	-	385,818	10/ 5	
Austria	6,400,000	468,384		79,365	5,000,000	(22)	351,796		(25)		5,000,000	10/	-	333,056	(5)	
Republic of Korea		260,000					260,000		-					260,000	10/ -	
India	9,000,000	208,575			9,000,000	-	195,228		(6)		9,000,000		-	100,798	(48)	
Russian Fed.		150,000					150,000		-					150,000	-	
Turkey		108,000					108,000		-					108,000	-	
Egypt	350,000	-		1,656,042	350,000	-	100,029			137,992	380,000		-	98,701	-	
Thailand		-					98,000							98,000	10/ -	
Czech Rep.	2,000,000	58,136			2,000,000	-	51,020		(12)		2,000,000		-	52,910	4	
Portugal		55,000														
Mexico		50,000					50,000		-					50,000	-	
SUBTOTAL		244,413,426		13,750,844			255,870,125			61,772,120				250,487,182		40,500,132
Other contributions/pledges		608,660		18,222,839			651,818			21,293,701				500,000		3,438,258
Additional target to be raised:														8,500,000		9,295,385
Co-financing (cost-sharing)										11,081,257						2,757,234
Adjustments for prior periods		115,818														
Mars Trust							2,000,000							2,000,000		
UNFIP (actual payments) 2_/				5,097,852			-			9,468,920						3,930,993
ICPD + 5 actual payments				878,221												
GRAND TOTAL		245,137,904	7/	37,958,856	**		258,321,741	*		103,594,007	*			260,487,182	*	99,000,000 *
Total: General Resources + Supplementary (Multi-bi)		283,096,760								361,915,748	*					359,487,182 *

* Estimates. For 2000, still subject to final reconciliation with UNDP and closing of 2000 accounts.
** Includes year-end identication of US$1 million from the United Kingdom for project NEP/97/P05.
1/ Contributions received for 1999 were based on pledges received as at 31 December 1999.
For 2001 and onwards, the dollar value of unpaid pledges made in national currency is calculated at the UN rate of exchange in effect on 1 Feb. 2001.
2/ Additional year-end contribution.
3/ Additional contribution, received in euros equiv. to FM 6M. Of euros 1,999,127.56 (US$1,016,241.23) is for thematic earmarking for adolescent reproductive health and in addition, FM 2M equiv to euro 336,375.88 (US$336,747.98) is for implementation of key outcomes of ICPD + 5 implementation.
4/ Out of the ITL 5.5 billion (US$2,971,254) contribution, ITL 2.5 billion (US$1,360,570.23) is thematic earmarking for initiatives to benefit women in the Mediterranean region.
5/ Additional contribution for 2000. 6/ Additional contribution for 2000. Portion for emergency assistance and NLG 10 million (approx. $4 million) will be used in connection with the reproductive health commodity programme.
7/ The sum of interest and miscellaneous income, not included in this total is $7.8 million for 1998, $4.7 million for 1999 and an estimate of $4 million for 2000.
8/ Out of the ITL 6 billion, ITL 3 billion (equiv. $1,451,438) is for general resources, and the remaining amount of 3 billion (equiv. $1,450,000) is for gen. resources with thematic earmarking for Palestine ($307,000); Somalia ($461,000), Egypt ($369,000) and Pakistan ($313,000) for thematic areas in reproductive health, FGM elimination and advocacy.
9/ Year-end contribution to general resources of which FM 6 million is for core contribution and FM 3 million is for gen. res. with thematic earmarking for reproductive health programmes for adolescents.
10/ Estimates. No written/official pledges have been submitted to UNFPA.
11/ Out of the ITL 6 billion, ITL 3 billion (US$1,420,138.50) is for general resources, and the remaining amount of 3 billion (US$1,420,138.50) is for general resources with thematic earmarking for a programme to be decided.

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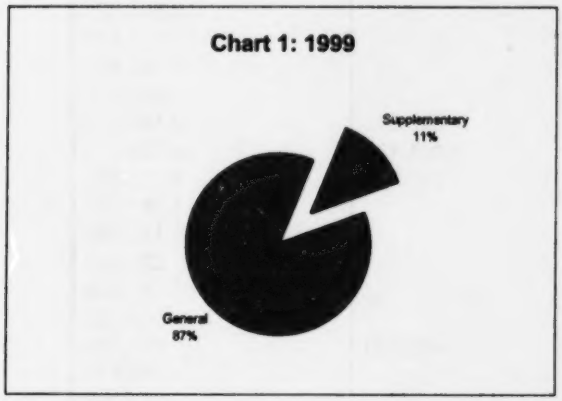
TABLE 4: UNFPA PROJECTED CONTRIBUTIONS FOR 2001
(By Descending Order of Magnitude)
As of 31 March 2001

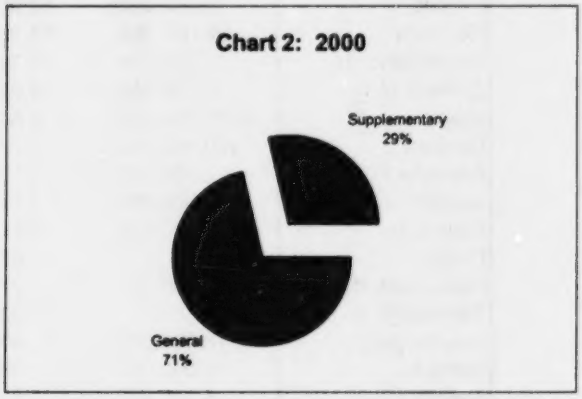
	2001			
	GENERAL RESOURCES		SUPPLEMENTARY	TOTAL (GENERAL RESOURCES AND SUPPLEMENTARY)
GOVERNMENT	NATIONAL CURRENCY	US$ EQUIVALENT	US$	
Netherlands	124,000,000	51,717,522		51,717,522
Japan		48,785,000		48,785,000
Denmark	200,000,000	24,570,025		24,570,025
Norway	215,900,000	24,093,265		24,093,265
United Kingdom	15,000,000	21,739,130	38,363,257	60,102,387
United States		21,500,000		21,500,000
Sweden	160,000,000	16,710,296		16,710,296
Finland 1/	71,000,000	10,945,321		10,945,321
Germany	28,000,000	13,131,117		13,131,117
Switzerland 1/	12,000,000	7,142,857		7,142,857
Canada 1/	9,100,000	5,947,712		5,947,712
Italy	6,000,000,000	2,840,277	342,542	3,182,819
Belgium	120,000,000	2,726,603	1,401,472	4,128,075
Australia 1/	2,104,000	1,157,895		1,157,895
Ireland	1,000,000	1,181,481		1,181,481
France 1/	8,000,000	1,117,866		1,117,866
China		820,000		820,000
New Zealand	1,300,000	771,300		771,300
Pakistan 1/		500,000		500,000
Luxembourg	18,000,000	454,434	482,859	937,293
Spain 1/	70,000,000	385,618		385,618
Austria 1/	6,100,200	333,056		333,056
Republic of Korea 1/		260,000		260,000
India	9,000,000	100,796		100,796
Russian Fed.		150,000		150,000
Turkey		108,000		108,000
Egypt	350,000	98,701		98,701
Thailand 1/		96,000		96,000
Czech Rep.	2,000,000	52,910		52,910
Mexico		50,000		50,000
SUBTOTAL		259,487,182	40,590,130	300,077,312
Other contributions/pledges		500,000	3,426,258	3,926,258
Co-financing (cost sharing)			2,757,234	2,757,234
Additional target to be raised		6,500,000	9,295,385	15,795,385
Mars Trust		2,000,000		2,000,000
UNFIP (actual payments)		-	3,930,993	3,930,993
				-
GRAND TOTAL		268,487,182	60,000,000	328,487,182

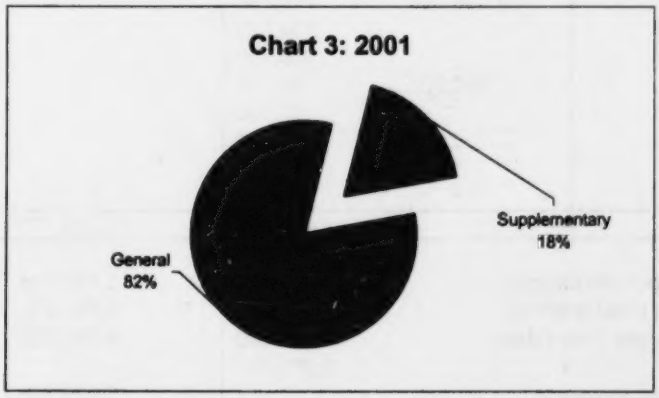
1/ Estimates. To date, no written/official pledges have been received by UNFPA.

TABLE 5: SUMMARY TABLE OF CONTRIBUTIONS TO UNFPA RESOURCES, 1998, 1999, 2000
(in millions of US$)
as of 31 March 2001

SOURCES	1999	2000*	2001**	Total	% Change Inc/(Dec) 1999-2000	% Change Inc/(Dec) 2000-2001
General	245.1	258.3	268.5	771.9	5.4	3.9
Supplementary (multi-bi)	37.9	103.6	60.0	201.5	173.4	(42.1)
Total	**283.0**	**361.9**	**328.5**	**973.4**	**178.7**	**(38.1)**







* The figure for 2000 is provisional and does not include interest and miscellaneous income.
** Projected contributions income.

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TABLE 6A: 2000 Contributions of major donors (US$1 million+) to UNFPA

Donor	US$ (in millions)	(in %)
Netherlands	50.6	19.6
Japan	48.3	18.7
Denmark	23.9	9.2
Norway	22.9	8.9
United Kingdom	22.3	8.6
United States	21.5	8.3
Sweden	18.4	7.1
Finland	12.5	4.8
Germany	9.6	3.7
Switzerland	7.0	2.7
Canada	6.1	2.4
Italy	2.9	1.1
Belgium	2.5	1.0
Australia	1.2	0.5
France	1.2	0.5
Others	7.5	2.9
Total	258.4	100.0

RDB - as of 29 December 2000

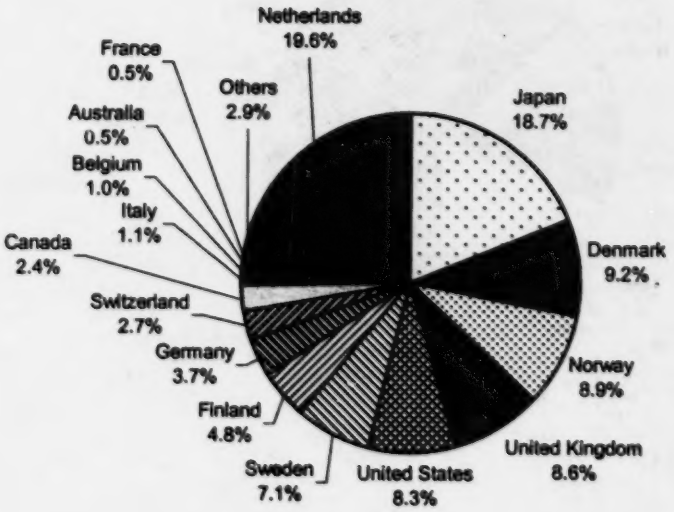

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TABLE 6B: Estimated 2001 contributions of major donors (US$1 million+) to UNFPA

MAJOR DONORS	US$ (In millions)	(In %)
Netherlands	51.7	19.7
Japan	48.8	18.6
Denmark	24.6	9.4
Norway	24.1	9.2
United Kingdom	21.7	8.3
United States	21.5	8.2
Sweden	16.7	6.4
Finland	10.9	4.1
Germany	13.1	5.0
Switzerland	7.1	2.7
Canada	5.9	2.2
Italy	2.8	1.1
Belgium	2.7	1.0
Australia	1.2	0.5
Ireland	1.2	0.5
France	1.2	0.5
Others	7.5	2.9
Total	262.7	100.0

As of 29 December 2000.

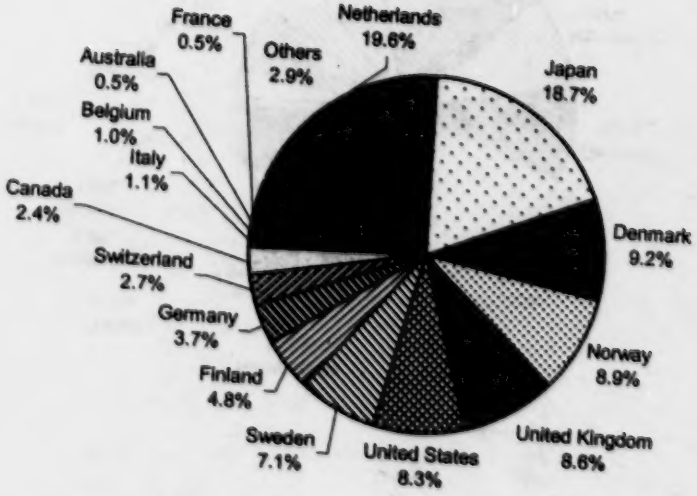

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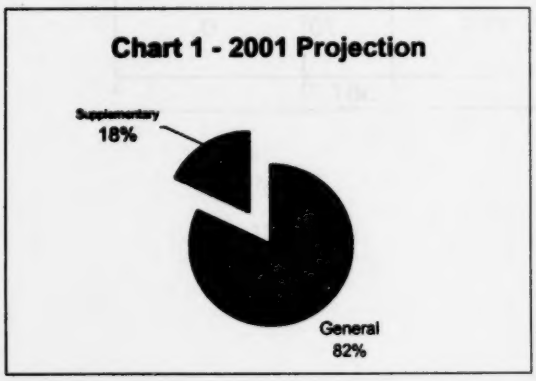
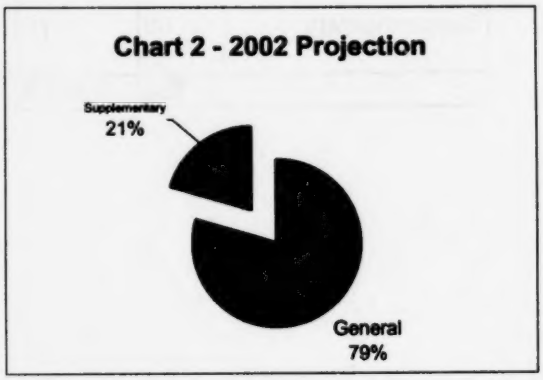
TABLE 7: CONTRIBUTION INCOME PROJECTIONS TO UNFPA RESOURCES, 2000-2003 (in millions of US$) as of 31 March 2001

SOURCES	2001	2002	2003	Total	% Change Inc/(Dec) 2001-2002	% Change Inc/(Dec) 2002-2003
General	270.0	270.0	270.0	810.0	-	-
Supplementary	60.0	70.0	70.0	200.0	16.7	-
Total	**330.0**	**340.0**	**340.0**	**1,010.0**	**16.7**	**-**





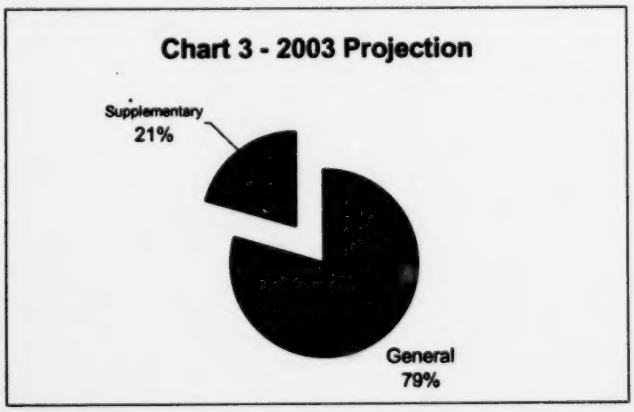


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TABLE 8: UNFPA FUND-RAISING TARGETS FOR 2002 and 2003 (in millions of $US)

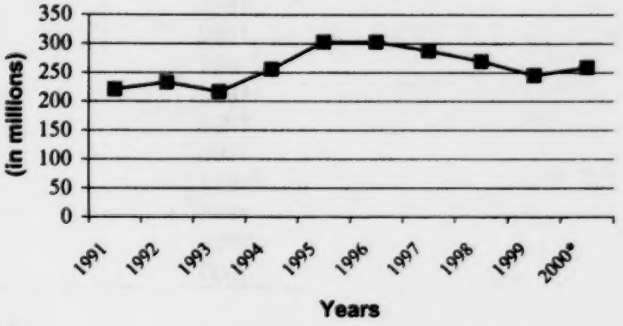
Resources	2001	2002	% Increase in Percentage (%)	2003	% Increase in Percentage (%)
General	270	283.5	5.0	297.7	5.0
Supplementary	60	70	16.7	70	0
	330	353.5		367.7	

/...

TABLE 9A UNFPA Contribution Income Trends 1991 - 2000 (in millions)

General Resources		
Years	in millions of US$	% inc/(dec)
1991	220.7	
1992	233.2	5.7
1993	216.7	(7.1)
1994	255.2	17.8
1995	302.6	18.6
1996	302.8	0.1
1997	287.3	(5.1)
1998	269.2	(6.3)
1999	245.1	(9.0)
2000*	258.3	5.4
Total	2,370.4	

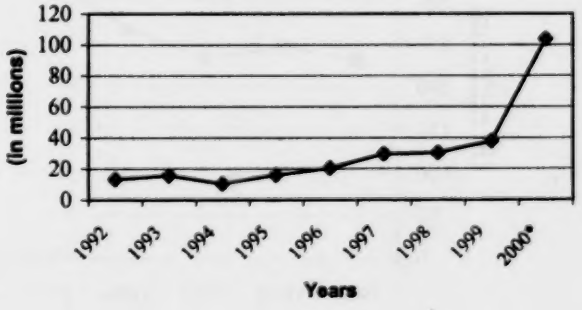
Contribution Income Trend: General Resources (10-Year Period)



* The figure for 2000 is provisional and does not include interest and miscellaneous income.

Supplementary Resources		
Years	in millions of US$	% inc/(dec)
1991	8.9	
1992	13.1	47.2
1993	15.6	19.1
1994	10.3	(34.0)
1995	15.9	54.4
1996	20.2	27.0
1997	29.4	45.5
1998	30.2	2.7
1999	37.9	25.5
2000*	103.6	173.4
Total	276.2	

Contribution Income Trend: Supplementary Resources (10-year period)



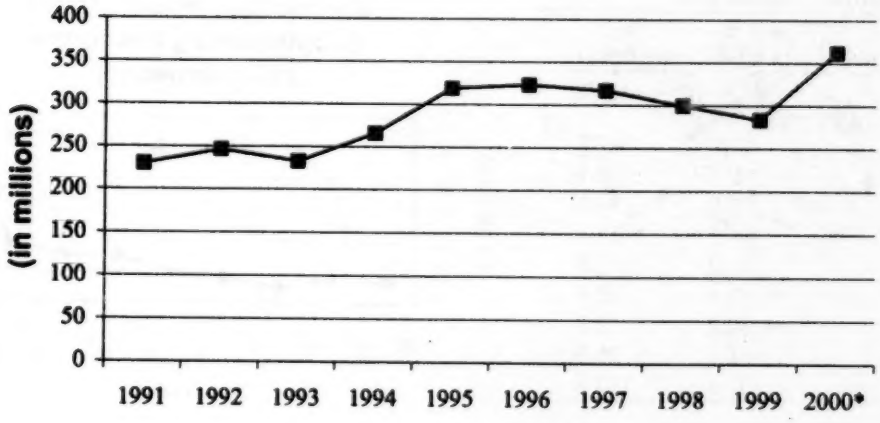
* The 2000 figure is provisional. As of 31 March 2001.

TABLE 9B: UNFPA Contribution Income Trends (Continued) 1991 - 2000

TOTAL INCOME
(GENERAL AND SUPPLEMENTARY RESOURCES)

Years	In millions of $US	% inc/(dec)
1991	229.6	
1992	246.3	7.27
1993	232.3	(5.68)
1994	265.5	14.29
1995	318.5	19.96
1996	323.0	1.41
1997	316.7	(1.95)
1998	299.4	(5.46)
1999	283.0	(5.48)
2000	361.9	27.88
	2,646.6	

Contribution Income Trends - Total Income
(General and Supplementary Resources)
(10-Year Period)

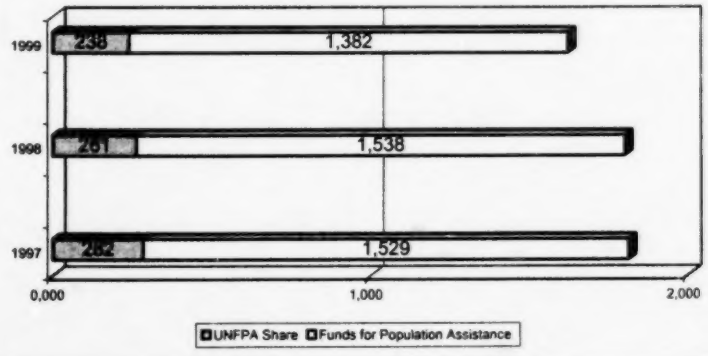


* For 2000 (provisional figure), and do not include interest and miscellaneous income.

TABLE 10: OFFICIAL DEVELOPMENT ASSISTANCE (ODA): UNPFA'S SHARE 1997 - 1999

Years	Total ODA (in millions of $US)	Primary funds for population assistance	Primary funds for population assistance (%)	Contributions of OECD countries to UNFPA's general resources (in millions of $US)	UNFPA's percentage share out of the primary funds for population assistance	UNFPA's Share of total ODA (%)
	(1)	(2)	(3)	(4)	(5)	(6)
			(2)/(1)*100	(4)	(4)/(2)*100	(4)/(1)*100
1997	48,500	***1,529***	3.2	***282.0***	18.4	0.58
1998	52,086	***1,538***	3.0	***261.0***	17.0	0.50
1999	56,378	***1,382***	2.5	***238.0***	17.2	0.42
Total	156,964	***4,449***	2.8	***781.0***	17.6	0.50

Chart 1: UNFPA's share from ODA primary funds for population assistance 1997 - 1999 (in millions of $US)



Source of ODA figures: *Financial Resource Flows for Population Activities in 1998* and the Netherlands Inter-disciplinary Demographic Institute (NIDI)

TABLE 11: Loss on Collection of Pledges
(From time of pledge to time of payment due to unfavourable exchange rates)
(in millions of $US)
as of 31 December 2000

	1998	1999	2000*	Total
Loss on collection of pledges.	0.7	7.4	9.3	17.4
TOTAL	0.7	7.4	9.3	17.4

TABLE 12: PER CAPITA CONTRIBUTION TO UNFPA'S GENERAL RESOURCES FOR 2001
TOP 16 MAJOR DONORS (CONTRIBUTING US$ 1 MILLION AND OVER)
As of 31 March 2001

		2001		
		GENERAL RESOURCES		
UNFPA TOP 16 DONORS*	2000 TOTAL POPULATION 2/	NATIONAL CURRENCY	EQUIVALENT US$	PER CAPITA SHARE OF CONTRIBUTION
	(in millions)	(in millions)	(in millions)	(in US Dollars)
Netherlands	16	124	52	3.25
Japan	127		49	0.39
Denmark	5	200	25	5.00
Norway	5	216	24	4.80
United Kingdom	60	15	22	0.37
United States	283		22	0.08
Sweden	9	160	17	1.89
Finland 1/	5	71	11	2.20
Germany	82	28	13	0.16
Switzerland 1/	7	12	7	1.00
Canada	31	9	6	0.19
Italy	58	6,000	3	0.05
Belgium	10	120	3	0.30
Australia 1/	19	2	1	0.05
Ireland	4	1	1	0.25
France	59	8	1	0.02
SUB-TOTAL	780	6,966	257	20.0

1/ Pledges have not yet been received by UNFPA. (Estimates)
2/ Source: World Population Prospects, 2000 Highlights. Rounded off to nearest million level.

TABLE 13: Highest Contributions (based on contribution histories) of OECD Members to UNFPA's General Resources

Country (OECD Members)	Current 2001 Level of Contributions (in millions of $US)	Highest Contribution Achieved (in millions of $US)	Contribution Year of Highest Peak Achieved	Additional funds Needed to reach the Highest Peak Targets Achieved in Past Years (in millions of $US)
Australia 1/	1.0	2.0	1996	1.00
Austria	0.3	0.7	1994	0.40
Belgium	3.0	3.0	2001	0.00
Canada	6.0	12.0	1991	6.00
Czech Republic	0.1	0.1	1998	0.02
Denmark	25.0	47.0	1996	22.00
Finland	11.0	24.0	1991	13.00
France	1.0	1.9	1994	0.90
Germany	13.0	33.0	1995	20.00
Greece	0.006	0.02	1982	0.014
Hungary	0.0	0.03	1993	0.03
Iceland	0.0	0.009	2000	0.009
Ireland 2/	1.0	1.0	2000	0.00
Italy	3.0	3.0	1999, 2000	0.00
Japan	49.0	54.0	1996, 1997	5.00
Korea, Republic of 1/	0.3	0.5	1997	0.20
Luxembourg	0.5	0.5	2001	0.00
Mexico	0.1	0.1	1998-2001	0.00
Netherlands 3/	52.0	52.0	2001	0.00
New Zealand	0.8	0.8	1997	0.00
Norway	24.0	29.0	1995	5.00
Poland	0.0	0.0	2000	0.02
Portugal	0.0	0.1	1998, 1999	0.05
Spain 1/	0.4	0.6	1999	0.20
Sweden	17.0	27.0	1992	10.00
Switzerland 1/	7.0	7.0	1998, 2001	0.00
Turkey	0.1	0.1	1998-2001	0.00
United Kingdom	22.0	24.0	1999	2.00
United States of America	22.0	40.0	1994	18.00
Total	**259.5**	**363.3**		**103.8**

1/ Written pledges have not yet been submitted to UNFPA.

2/ Ireland is increasing its support and has submitted its multi-year pledges as follow: approx. $1.7 million for 2002 and approx. $2.3 million for 2003.

3/ The Netherlands is increasing its support and has submitted its multi-year pledges as follow: approx. $53.7 million for 2002 and approx. $53.7 million for 2003.

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UNITED NATIONS **DP**

Executive Board of the United Nations Development Programme and of the United Nations Population Fund

Distr.
GENERAL

DP/FPA/2001/6
17 May 2001

ORIGINAL: ENGLISH

Annual session 2001
11 to 22 June 2001, New York
Item 4 of the provisional agenda
UNFPA

UNITED NATIONS POPULATION FUND

UNFPA INFORMATION AND COMMUNICATION STRATEGY: REVIEW OF EXPERIENCE IN IMPLEMENTATION, 1997-2000

Report of the Executive Director

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I. INTRODUCTION

1. In decision 97/13, the Executive Board endorsed the UNFPA information and communication strategy contained in document DP/FPA/1997/8 and requested the Executive Director to review that strategy in four years and to report thereon to the Executive Board at its annual session 2001. This report responds to that request. It examines the strategy and approaches set out in DP/FPA/1997/8 in light of the experience gained in implementing the strategy and of developments in the field of population and development in the intervening years, notably the ICPD+5 review that occurred in 1999.

2. The International Conference on Population and Development (ICPD), held in Cairo, Egypt, in 1994, positioned UNFPA to take a leadership role in international advocacy on population and reproductive health issues. Following the ICPD, the UNFPA Executive Board decided that advocacy would be one of the Fund's three core programme areas and that the Fund's information and communication strategy would be a major element in turning the ICPD principles into reality at the national, regional and international levels. The critical role of information and communication strategy in the United Nations system was also reaffirmed by the General Assembly in resolution 55/136 of 8 December 2000, when it concurred with the "view of the Secretary-General that public information and communications should be placed at the heart of the strategic management of the United Nations and that a culture of communication should permeate all levels of the Organization" (preambular para. 2).

3. The UNFPA information and communication strategy is part of the Fund's overall role in advocacy, which, in addition to being a core programme area, is a key strategy to advance the goals of the UNFPA multi-year funding framework (MYFF) (see document DP/FPA/2001/4/Part II, also being submitted to the Board at the annual session). Advocacy to achieve MYFF results is carried out at different levels: (a) programme advocacy, including support for a nationally driven agenda for policy dialogue and legal changes in health, education and population and development sectoral plans; and (b) global policy advocacy, which is driven by the need to maintain the momentum for the achievement of ICPD goals as well as to mobilize resources for population and reproductive health programmes and to highlight the role of UNFPA as a lead organization in implementing the ICPD Programme of Action.

4. The major finding of the review of the information and communication strategy is that the strategy has proven to be effective over the past four years in addressing many of the basic challenges facing UNFPA: ensuring sound and stable funding; increasing awareness and understanding of the role and relevance of population in the development process; building support for the activities of UNFPA; strengthening the organization's capacity for international policy advocacy; and working towards ICPD goals successfully within national social and cultural realities, including placing reproductive health and gender issues higher up on national

policy agendas. The strategy has also helped UNFPA to expand the outreach of its messages to key audiences (communications media, journalists, key decision makers, religious leaders, parliamentarians, donor Governments, non-governmental organizations (NGOs) and the general public, among others), as well as to expand its partnerships with government and non-governmental organizations. Of course, there have been, and will continue to be, adjustments in the strategy to adapt to changing circumstances. During the past five years, the ICPD+5 process, in particular, identified key population and reproductive health issues that require increased attention such as adolescent reproductive health, maternal mortality, violence against women and HIV/AIDS.

II. REVIEW OF THE STRATEGY

5. The information and communication strategy adopted through decision 97/13 was clear-cut and straightforward. It is part of the Fund's overall role in advocacy, and consists of three pillars:

(a) The purpose of the Fund's information and communication efforts is to ensure that the principles and goals of the ICPD are universally understood and accepted and that those goals are translated into reality;

(b) The main focus of all UNFPA advocacy activities is at the national level; such activities are carried out by UNFPA country offices and are supported and complemented by global advocacy efforts;

(c) To the extent that financial resources allow, the Fund uses a wide variety of both traditional and innovative media to convey its messages to diverse audiences.

6. It is fundamental that all of UNFPA's messages are based on the concept that population issues should be fully integrated into development strategies, planning, decision-making and resource allocation at all levels and in all regions (para. 3.4(a) of the ICPD Programme of Action). Indeed, even though information and communication messages have international, regional and national dimensions, they are all designed to promote the global goals of the ICPD and ICPD+5.

7. As noted in the Fund's information and communication strategy, "advocacy activities in programme countries are developed and carried out at the national level, according to the priorities and with the agreement of national authorities. They form part of the national strategy for population and development. Activities at the international and regional level are developed and carried out by UNFPA headquarters in New York. Activities at the different levels are intended to reinforce and complement each other" (para. 9 of document DP/FPA/1997/8).

8. It should be emphasized that, as in the past, the vast bulk of UNFPA's advocacy takes place at the national level. The various products and activities at the global level support UNFPA's programmes in developing countries, including extensive national policy advocacy activities, and try to maximize their impact beyond national borders. This report concentrates on UNFPA's policy advocacy role at the global level while reiterating that global policy advocacy efforts are designed to support programme advocacy strategies at the country level.

9. The information and communication strategy adopted in 1997 seeks to strengthen national efforts to mobilize support among all sectors of society for national population and reproductive health programmes. National advocacy efforts are concerned with a wide spectrum of issues particular to each national situation. One very important aspect of national advocacy efforts throughout the world is to create an enabling legal and attitudinal environment that promotes the empowerment of women. This involves, among other things, changing laws to protect girls and women against violence and enabling women to make their own reproductive decisions. Other increasingly important areas are to establish environments conducive to the promotion of adolescent reproductive health and to the prevention of the spread of HIV. Part I of the Executive Director's annual report for 2000 (DP/FPA/2001/4/Part I) documents the broad range of advocacy efforts at the national level. This document will not duplicate that report's presentation of the rich array of national-level programmes and accomplishments. It is useful to note, however, that the national-level activities benefitted from materials and activities implemented under the information and communication strategy, and that global advocacy was much strengthened by examples of successful implementation at national level.

III. IMPLEMENTATION OF STRATEGY SINCE 1997

10. The 1997 UNFPA communication strategy indicated that the Fund would work with the most appropriate combination of media to convey its messages. In the years since the adoption of the strategy, UNFPA staff have kept abreast of the latest developments in a rapidly changing media environment. New media tools, such as low-cost video, were developed for appropriate audiences. UNFPA also sharpened the focus of existing products, such as print publications, the web site, and the *State of World Population* report, and explored ways for different media, such as print and electronic publications, to work together and reinforce each other.

11. UNFPA employed both conventional and innovative means to reach its audiences. Traditionally effective publications such as the *State of World Population* report, *Population Issues Briefing Kit*, *POPULI* and *Dispatches* continue to form the solid core of information about UNFPA, the ICPD and population issues. Promotion of UNFPA's publications at national and international levels continued to elicit strong editorial support for the Fund and its goals from a broad spectrum of policymakers, NGOs and media.

12. In addition to traditional methods, the past four years have seen increasing use of innovative media and combinations of media. The Internet has been used for real-time reporting; personal appearances by UNFPA's Goodwill Ambassadors have been broadcast on television and featured on web-based live discussions; and low-cost video packages have been prepared for donors to illustrate the impact of their contributions.

13. The training of staff has been an indispensable tool in enhancing UNFPA's institutional capacity to present its message effectively, both at the country and at the international level. As part of this institution building, UNFPA has carried out an aggressive advocacy and media skills training programme for its staff in programme countries. In the last four years, the Fund has trained some 115 country office staff in techniques for promoting the ICPD agenda and the work of UNFPA. As a result of these programmes, many staff have become highly professional in advocacy with policymakers, opinion leaders and the media in the countries in which they work.

14. To assess the impact of the Fund's international advocacy efforts, NGO partners were enlisted to provide support, analysis and feedback of media coverage and other results. Opinion polling, to the extent possible given UNFPA's limited resources, has provided further indications. One of the best indicators of the success of the Fund's communication strategy has been the increase in extrabudgetary funding for specific activities, such as the Gates Foundation grant of $57 million for HIV/AIDS activities in four countries in Africa, and the commitment of the Governments of the United Kingdom, the Netherlands and Canada for the supply of reproductive health commodities.

Periodicals

15. UNFPA continues to publish the quarterly magazine *POPULI* and the newsletter *Dispatches*. Since 1997, 42 editions of *POPULI* and 108 of *Dispatches* were issued in English, French and Spanish and sent to country offices in developing countries and to subscribers in developed countries. The circulation of *POPULI* (English, French and Spanish), which is based on requests from subscribers, rose from 17,000 to 20,000. The English edition alone rose 20 per cent, from 10,000 to 12,000. A survey in 1995 showed that about one half of respondents shared their magazines with about five others, while another 20 per cent shared them with 10 or more people.

16. In the Internet age, paper copies of these publications are still essential since the vast majority of the people that UNFPA seeks to reach at the national level do not have easy access to computers and phone lines. Print publications are essential if UNFPA is to chronicle at the global and national levels its concrete activities and achievements in the field and to make them available to all.

17. In early 1998, the cover format of *POPULI* was changed to make it more eye-catching and, therefore, more inviting to readers. The magazine has also become more theme-oriented to provide more in-depth understanding of population and related matters. The posting of *POPULI* and *Dispatches* on the UNFPA web site has given these masthead publications a global reach at little additional cost. Feedback from readers has been encouraging. It has come in the form of letters, mostly from the developing countries, as well as requests for extra copies and e-mails from NGOs working in the field of population.

State of World Population report

18. First published in 1978, the *State of World Population* report has grown in substance, outreach, and acceptability. An editorial and production unit established in 1995 to oversee its publication has significantly improved its quality, packaging, presentation and shelf life. At the same time, great efforts have been made at the national level to feature this publication at high-profile events and news conferences to promote the Fund and ICPD. The *State of World Population* report continues to attract international print and television coverage. The 2000 report on gender inequality, for example, was the day's lead story on the CNN.com web site and was among the top stories on many other influential news sites.

Advocacy publications

19. During the past four years, UNFPA has published more than a dozen substantive, colourful, and well-designed booklets dealing with a broad scope of topics central to the mission of UNFPA and the ICPD Programme of Action. These advocacy brochures have been published in English, French, Spanish and, recently, in Arabic. The brochures have dealt with such topics as enlisting men in HIV/AIDS prevention, empowering women, addressing violence against girls and women, ensuring adolescent reproductive health, promoting reproductive rights, mobilizing resources to implement the ICPD, closing the gap between women's aspirations and their reproductive experiences, linking population with food security and with the environment, and illustrating case studies of UNFPA's work. By posting these publications on the web site, often in several languages and in downloadable PDF format, UNFPA has made them available to a large number of people. Country offices have found the advocacy publications to be especially useful in the work in promoting the ICPD goals. These and other publications, including a set of briefing notes on UNFPA positions, help guide and strengthen country office advocacy activities.

ICPD+5 and the Hague Forum

20. The ICPD+5 review process in 1998 and 1999 gave UNFPA an opportunity to focus media attention on reproductive health and other issues central to the implementation of the ICPD Programme of Action. UNFPA provided real-time web press releases and photos on each of the global round tables that took place as part of the ICPD review. At the 1999 Hague Forum,

during an unofficial intergovernmental discussion on ICPD implementation, a media team provided background briefings for journalists and background television footage, and arranged press conferences and interviews with key participants.

21. As a result of such activities, The Hague Forum was covered extensively by media organizations from throughout the world. Major daily newspapers in France, Germany, the United Kingdom, Denmark, Norway, and Switzerland reported daily and positively on the meeting. The European media stories were especially supportive of UNFPA and the need for increased funding. The most extensive coverage of The Hague Forum was done in France, Denmark, Germany and the Netherlands. The main topics covered in the press were population funding, women's rights to family planning and education, the 6 billion-population issue, and the spread of HIV/AIDS.

World Population Day

22. An excellent example of how advocacy at the international level feeds into and supports national programmes is World Population Day. World Population Day is widely accepted and promoted by Governments and NGOs in almost all programme countries, with considerable impact on commitment for ICPD goals. The occasion is often used by Governments and national NGOs to bring issues of particular national relevance to the attention of the general public. The associated poster contest has proven to be a very popular way of raising awareness of population and reproductive health issues among school children.

Day of Six Billion

23. World Population Day, 11 July 1999, marked the start of the "count-up" to the Day of Six Billion on 12 October. The intervening period saw an outpouring of materials and activities in both programme and donor countries which employed the "event" of passing the six billion mark as a vehicle to carry the messages of ICPD – especially reproductive health, women's empowerment and gender equality. UNFPA strategically launched the 1999 *State of World Population* report, *"6 Billion: a Time for Choices"*, two weeks before the Day of Six Billion.

24. The news that global population had reached six billion and accompanying coverage of ICPD themes generated more than 750 articles, editorials, opinion pieces, and television and radio stories in the United States and Europe in the first two weeks of October 1999. More than 150 radio talk shows throughout the United States focused on world population issues during this time, allowing their listeners to call in to talk with various population experts. National-level efforts in programme countries amplified the messages of the Day of Six Billion and strengthened advocacy for ICPD goals. CNN and CNN International carried the "Moment of 6 Billion" live from the visitor's lobby at United Nations headquarters, filming a countdown clock produced by UNFPA for the occasion.

25. At the international level, UNFPA devoted considerable space on its web site to the Day of Six Billion and provided links to many other resources on the web. UNFPA designed a special logo for the day, and produced a television spot, poster and other materials featuring the logo. Following the release of the *State of World Population* report, many newspapers noted the shortfall in financing to implement the ICPD Programme of Action. In editorial comment, many of them urged expanded and restored funding by major donors.

Goodwill Ambassadors

26. Since 1997, the Fund has made a major effort to expand the *Face to Face* campaign, a UNFPA-initiated, independent campaign promoting partnership among European NGOs and the use of Goodwill Ambassadors. For example, Geri Halliwell of the United Kingdom travelled to the Philippines in 1999, where one week later the Government announced a change in its policy on contraception and services for youth. Mikko Kuustonen of Finland produced a documentary on lives of women around the world that featured Waris Dirie of Somalia, UNFPA's Goodwill Ambassador on female genital cutting, and Shabana Azmi of India. Goodwill Ambassador Nicolaas Biegman of the Netherlands (co-chair of ICPD and an expert photographer) went to Haiti to shoot the pictures for an impressive photo documentation for the book *Men Nan Men*, a look at the human side of population and development themes in Haiti. Mpule Kwelagobe of Botswana and Waris Dirie visited the United States Congress and generated support for funding of UNFPA programmes.

27. Goodwill Ambassadors from Egypt and the Syrian Arab Republic teamed up with Waris Dirie at the General Assembly Special Session on ICPD+5 in New York and met with Secretary-General Kofi Annan. In 2000, the Fund introduced a new Goodwill Ambassador, Bertrand Piccard of Switzerland, who landed a balloon at United Nations headquarters in Geneva to mark the millennium and to launch a special event held there in June with Goodwill Ambassadors from all over the world. The UNFPA ambassadors were also well represented at the October 2000 Conference of Goodwill Ambassadors and Messengers of Peace at the United Nations in New York.

28. The *Face to Face* campaign has been so successful that it was institutionalized in 1999 as a non-profit NGO. Its partners produced 13 television documentaries with ICPD themes, four travelling exhibitions, an award winning poster campaign, a national school essay contest, an international photo contest, six advertising campaigns and numerous magazine and press articles.

29. In all there are 32 UNFPA Goodwill Ambassadors. In addition to the ones mentioned above, they are: Chinua Achebe (Nigeria), Keiko Kishi (Japan), Catarina Furtado (Portugal), Alfred Biolek (Germany), Linda Gray (United States), Mary Banotti (Ireland), Safia El-Emary (Egypt), Goedele Liekens (Belgium), Jamal Soliman (Syrian Arab Republic), Kattis Ahlstrom

(Sweden), Feryal Ali Gauhar (Pakistan), Bui Nakhirunkanok (Thailand), Manisha Koirala (India), Elsa Zylberstein (France), Xavier Sarda (Spain), Hanne-Vibeke Holst (Denmark), Magenta Devine (United Kingdom), Ashi Sangay Choden Wangchuck (Bhutan), Lupita Jones (Mexico), Rosy Senanayake (Sri Lanka), Mona Grudt (Norway), Kari Jaquesson (Norway), Chea Samang (Cambodia), Alexander Sanger (USA) and Lara Dutta (India).

UNFPA web site

30. In the past four years the Internet has become a truly global medium and an important instrument in implementing UNFPA's information and communication strategy. UNFPA took an incremental and cost-conscious approach to developing its web site over the past several years, making it user friendly and introducing new features only as they became accessible to a greater number of Internet users. The Fund will continue to take the same balanced approach as in the past, innovating with due concern for accessibility and cost.

31. The UNFPA web site has been acclaimed as among the best in the population field, providing easy-to-find, clearly presented and timely information on a wide range of topics. The quality of information on the site has attracted many viewers to it. For example, in September 2000, there were 1.5 million hits by 107,000 users who downloaded 14.3 million kilobytes of information.

32. Both the content and traffic on the Fund's web site have grown steadily since 1997. UNFPA has put online nearly all of its own publications – including *The State of World Population* reports, the advocacy series, the *Annual Report*, *POPULI* and *Dispatches*. The Internet was used to cover the full ICPD+5 process extensively, combining real-time reporting on meetings with links to documentation – a first for the United Nations.

33. Fact sheets and interactive features have been created to introduce the public to population issues, as was done for the "Day of Six Billion" in 1999. More recently, news features about the Fund's work in the field have been added. The UNFPA web site has enabled the organization to publicize the *State of World Population* report more effectively and to expand its audiences with minimal additional costs.

34. UNFPA has made available on its web site a growing volume of information on its work. These include statements of the Executive Director, technical publications, procurement materials and background information on programmes in the Asia and Pacific region. UNFPA has worked to ensure design and editorial consistency for the materials on the web site and has provided guidance to staff on presenting information effectively to the public. UNFPA is working to create web pages for each division at headquarters, and the web supervisors have worked with country offices to help them develop their own web pages and content.

35. An independent audit of population-related Internet sites, conducted in 1999 by the Packard Foundation, found the UNFPA web site to be "an excellent site, one of the very best" providing "detailed information suitable for policy makers, media and industry" and "well organized so that the general public may also find useful information". The site was one of several rated "of very high quality based on the quality of the content (accuracy, detail, clarity, appropriate to audience) and presentation of content (ease of access, presentation appropriate to target audience, use of visual images or charts)".

36. While it has been highly desirable to translate the web content into multiple languages, financial and staffing constraints have prevented this. However, efforts continue to ensure that all publications are available on the UNFPA web site in all languages in which they were printed.

37. As part of a strategy to close the gap in the digital divide and connectivity issues in developing countries, UNFPA developed in 1998 and 1999 a CD-ROM featuring all content available on UNFPA's web site. Virtual exhibits such as the AIDS clock and the Day of Six Billion have also been included. The CD-ROM also contains directories and resources for population activities from the Population Information Network (POPIN), including a comprehensive overview of demographic software available on the World Wide Web. A complete overview of the PopMap Software, including examples and training modules, is also featured.

Video productions and broadband outreach

38. UNFPA employed innovative technologies and new media techniques to promote the ICPD message to a broad range of audiences. It enhanced its production and distribution of supportive visual materials using the latest in distribution technologies and video production. In each of the years 1999 and 2000, the Fund supported the production of an independent one-hour investigative video addressing the major themes of the *State of World Population* report in three programme and donor countries. The documentaries were widely distributed in programme countries and through syndications in donor countries; 150 public television stations in the United States and more than a dozen national stations in Europe showed the two videos. The documentaries were also shown on national television networks in almost all programme countries.

39. Video news releases (VNRs) reach international television news media worldwide. They promote population issues and the work of the Fund by giving visuals to media outlets to use in their reporting at no cost. Three VNRs have been produced each year in the last few years. They included interviews with leaders, population specialists and those affected by UNFPA programmes. They have been distributed by satellite by Reuters, the Associated Press, the European Broadcast Union, BBC World, and CNN International.

40. Public service announcements (PSAs) are particularly useful in a crowded television environment to allow at least 30 seconds of time for the work of the Fund. UNFPA has produced PSAs that feature high-profile celebrities to ensure their use by syndications and national television stations. In a recent PSA that received widespread circulation, India's Lara Dutta, Miss Universe and a UNFPA Goodwill Ambassador, made a very effective appearance in support of earthquake victims in her native country, where the Fund supplied emergency reproductive health supplies.

41. Award-winning exhibits have advertised the Fund's strategic message and mission at international conferences and special meetings. The customized exhibits and display systems use graphic panels incorporating new technologies, CD-ROM, electronic systems, video screens and interactive modules. Many of the exhibits were featured in professional design reviews and magazines and have received several important industry awards.

42. Other visuals, such as posters, were produced for World Population Day and for the annual poster competition. Without exception they provided much publicity at the national level for the work of UNFPA and the ICPD Programme of Action.

43. To assist in the institutional promotion of UNFPA, for the last five years, UNFPA has produced – in-house – a video in English, French and Spanish about UNFPA's work and distributed it to, among others, country offices, United Nations libraries, diplomatic missions, NGOs and donors.

Visits by journalists

44. UNFPA has found that facilitating journalists' visits to UNFPA projects in the field is very cost effective. The resulting independent coverage in major print and electronic media has credibility beyond the reach of advertising. Over the past four years, 68 journalists have visited programme countries. Their reports have given population and development a human face. In all, 34 journalists from UNFPA's major donor countries and 34 from developing countries participated in these nine country field trips; most of these visits were sponsored by a grant from the United Nations Foundation. Of the 34 participants from donor countries, 21 were women. UNFPA also invited 30 journalists – from Africa, Arab States, Latin America and Asia – to The Hague Media Seminar, held in February 1999 as part of the ICPD+5 activities.

45. Participating journalists from donor countries produced 15 radio programmes and published 14 magazine articles and 21 newspaper reports. Included among these were three opinion pieces in leading newspapers in the United States (*The Washington Post*, the *Boston Globe* and *St. Louis Post Dispatch*) urging funding for UNFPA. Three television feature programmes were produced on Mongolia, Nicaragua and the United Republic of Tanzania. The

Reuters television crew that went to the United Republic of Tanzania serviced 100 television stations around the world. Reports from Reuters television and the BBC covered the story of Congolese women living in Tanzanian refugee camps, at a time when world media were neglecting the situation of displaced persons in Africa.

IV. THE CHALLENGES AHEAD

46. The review of the information and communication strategy has revealed two seemingly contradictory trends. On the one hand, the strategy has helped raise the profile and strengthen the international consensus in support of the ICPD Programme of Action and the work of UNFPA. On the other hand, this higher profile and strengthened consensus have heightened the opposition to UNFPA and certain aspects of the Programme of Action and created in some quarters a false sense that population and development activities may no longer require high priority. The challenge for UNFPA's information and communication strategy in the near future therefore is: (a) to continue and deepen the process of consensus-building; (b) counter unprincipled opposition while responding to legitimate concerns; and (c) pay close attention to institutional positioning and promotion, especially among key donors, in order to meet ICPD financial goals. Achieving this will require a three-pronged approach: intensifying proactive communications; enhancing the identity and image of UNFPA; and addressing staffing and financial constraints.

Intensifying proactive communications

47. UNFPA will intensify its communications efforts in the coming years in order to increase its outreach to various media and their key decision makers such as selected editorial boards. It will also enhance its cooperation with NGOs and its own vigilance in monitoring media reporting on Fund concerns, especially negative reports. UNFPA plans to institutionalise such monitoring as a weekly exercise, increasing it to a daily exercise in times of crisis. This will enable the Fund to reinforce positive reportage and to spot and react quickly to negative and erroneous reports. Such media review and prompt response is an expensive and labour-intensive exercise, but an indispensable one in any media age, especially today's media with its rapid news cycle and short attention span. It will also afford UNFPA one of the few reliable (though indirect) ways of assessing the impact of the Fund's information and communication strategy.

48. NGOs have been key to the success of UNFPA's information and communication activities, having recently played an important role in the Fund's Goodwill Ambassador programme. UNFPA will increase its support to such organizations so that they can be partners in the Fund's new marketing efforts to raise UNFPA's profile and mobilize financial resources for the ICPD agenda and the work of UNFPA.

49. The Fund will also make greater use of its web site to generate support for UNFPA. It will expand its web coverage of UNFPA activities at the country level in all regions and in as many countries as possible. It will also publish such spin-offs as a book and CD-ROM of one-page profiles for every programme country. The profiles will highlight human-interest stories and programme successes that communicate the goals of the organization.

50. Responding to attacks and criticisms. The success of the ICPD process has brought population-related issues, especially reproductive health and gender questions, considerably higher up on national policy agendas. UNFPA's information and communication strategy has enhanced the impact of this process, but that accomplishment has also had negative side effects. This higher profile of both UNFPA and the ICPD have made them the target of attacks by various interest groups through the media and the legislatures of several countries.

51. While discussion and constructive criticism can advance the ICPD agenda, many of the recent attacks have been aimed at the ICPD consensus itself. Over the last four years, UNFPA has encountered libellous attacks by these groups, which at times flood the media and government offices with erroneous reports and blatant fabrications. In the present media environment, a negative story released on a web site or false press releases faxed to United Nation missions misrepresenting UNFPA policy require instant reaction to prevent misunderstanding and possible political damage.

52. Combating negative stories and presenting accurate information has absorbed significant time and even distracted attention from proactive advocacy. The experience of the ICPD+5 process has shown that accurate and objective information about population and development are the most effective ways to counter opposition and that opposition groups will exploit mistaken ideas and false perceptions to undermine the ICPD consensus as well as the work of UNFPA.

53. As a result of the ICPD process, there is broad consensus on population activities, which in turn have become progressively less sensitive. The effect of this success, however, has been to create in some quarters a false sense that population and development problems no longer require high priority. This has been detrimental for UNFPA, which ironically had an important role in creating the consensus. In the current highly entrepreneurial and competitive environment for a limited amount of international development assistance, UNFPA has to compete for resources with a number of other worthy organizations. It therefore must take steps to promote and market itself more aggressively.

Enhancing the identity and image of UNFPA

54. UNFPA plans to undertake an assessment of its current identity as perceived by donors, including its image, mandate, and goals. Two surveys of public opinion have been carried out in Europe with NGO assistance, and they have provided excellent information on what people and

Governments think about population activities. Support for population programmes was high in order of priority, but UNFPA rated low in recognition when compared to other United Nations agencies and NGOs.

55. As resources permit, a similar in-depth poll and survey will be taken among leaders, key donor government officials, and leading private-sector advocates to see how they perceive the work and effectiveness of UNFPA. The results of this process will provide the building blocks for a more targeted advocacy effort among donor Governments. It will also produce important data about what UNFPA should do to enhance its image globally. In existence for 31 years, UNFPA now needs to review its corporate identity and adopt a strategy to create a new and higher profile for UNFPA, consistent with its mandate and within the context of United Nations policy and guided by current legislation, *inter alia*, regarding the use of acronyms and logos.

56. UNFPA does not have a product to sell: its appeal lies in its vision of reaching out to individuals, especially women, and helping them in specific ways that will make a profound difference to their lives, and in so doing improve their reproductive health and promote the early stabilization of world population. The Fund also promotes itself as one of the most effective channels for funnelling assistance for such purposes. But UNFPA must compete among audiences bombarded with information, advertising and advocacy for a wide variety of causes, as well as with commercial advertising and marketing. Commercial products have vast advertising budgets. NGO and cause-related marketing is now well funded. With its very limited resources, UNFPA will have to be very nimble to succeed in such a competitive environment. If UNFPA does not compete, however, it will not attract the resources needed to carry out its activities and to fulfil its role as the lead agency in the implementation of the ICPD Programme of Action.

57. The review of the UNFPA information and communication strategy has shown that the UNFPA programme already employs many of these marketing devices. National advocacy activities promote ICPD messages and UNFPA's image by giving away pens and T-shirts, organizing poster contests and exhibits, and participating in trade shows. Moreover, many country offices have orchestrated intense and consistent public and media relations efforts.

58. The review has also pointed out the need for UNFPA to sharpen its resource mobilization strategy and to tie it more closely to the marketing efforts described above. For resource mobilization, there is a limited audience that must receive this message: those Governments and NGOs, foundations and the private sector that embrace the ICPD agenda and UNFPA vision and have the financial resources to contribute. Therefore, while UNFPA continues, and expands, its proven methods to bring the issues of population and development to a broad audience, it will give increasing attention to audiences that can, and will, deliver financial resources, and design a communication strategy to reach them.

Addressing financial and staffing constraints

59. A major constraint faced by UNFPA is the shortage of staff and financial resources to expand communication and information activities. When core funding started to shrink in 1997, UNFPA drastically reduced its international policy advocacy activities in order to maintain the flow of resources to its programme. However, effective policy advocacy at the international level depends on adequate resources to present programme successes, priorities and needs for the future. Only through effective advocacy can the UNFPA programme generate funding on the scale needed for future programme efforts. If instruments such as publications, partnerships with NGOs, parliamentarians and government bodies, the electronic media, advocacy training programmes and research and media consultations are reduced or eliminated, the Fund's advocacy cannot but be less effective. In general, the shortage of resources will limit UNFPA's ability to make the most synergies, for example, between publications, video and the Internet. It will also curtail UNFPA's ability to maximize the effects of the Fund's work with NGOs and other partners.

60. Annual donor support for population and reproductive health programmes is less than half the ICPD resource mobilization target for 2000. Even though UNFPA is acknowledged as a leader in this field and has a fairly high public profile, UNFPA's core funding target for 2000 was not reached. This illustrates the critical need to link advocacy efforts and resource mobilization more closely.

61. The UNFPA global media strategy will become more tightly focused on those governments and support groups that provide the political and financial support needed by the Fund. UNFPA will work to build public support for population and reproductive health programmes in donor countries. A recent example of this strategy in operation was the visit to a major European donor by high UNFPA officials in cooperation with the Development Ministry that resulted in a joint press conference and significant media interviews that built support for UNFPA and for increased funding for ICPD goals.

62. UNFPA country offices are a vital link in the chain of communications from country-level to global activities, but most do not have communications specialists on staff. This makes advocacy training all the more important for existing staff. UNFPA proposes closer attention to staffing needs of country offices in this regard. At the same time, country offices will be encouraged to make maximum use of existing resources by, for example, joining with NGOs and other partners in advocacy activities.

63. The key to the success of UNFPA's advocacy is that *every* staff member is an advocate for the ICPD and UNFPA and is conscious of the daily need for his or her personal commitment to advocacy. The Fund has achieved good results with media and advocacy training for country

office and headquarters staff, and these programmes need to be expanded to include all staff. With its limited staff resources, UNFPA will develop advocacy-training modules based on the training offered in the past, but expand that training and sharpen its focus on the new requirements for active resource mobilization and policy prioritization.

V. RECOMMENDATION

64. The Executive Board may wish to:

(a) Take note of the review of the UNFPA information and communication strategy contained in document DP/FPA/2001/6.

(b) Endorse actions taken by UNFPA to strengthen its ability to carry out the information and communication strategy endorsed by the Executive Board in decision 97/13;

(c) Urge UNFPA to continue to build on its past experience and to continue to develop innovative ways of implementing the Fund's information and communication strategy;

(d) Urge the international community to increase its financial support for the promotion of the goals of the ICPD and ICPD+5.

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